INFORMATION LETTER

Not for Publication — NATIONAL CANNERS ASSOCIATION — For Members Only

No. 1604 — Washington, D. C. — October 6, 1956

N.C.A. Acts to Help Canners Market 1956 Supply of Corn

N.C.A. urged the USDA this week to take all possible steps to move this year's supply of canned corn into distribution, both in consumer markets and in government purchase programs.

The N.C.A. pointed out in a letter to the Fruit and Vegetable Division of the Agricultural Marketing Service that the Association already has launched extra and special publicity through the Consumer and Trade Relations Program and that publicity through various news media is planned by the Consumer Service Division and the Information Division. The Association also is investigating opportunities for stepped-up retail promotions through cooperative efforts with the chains and other major outlets.

The letter to USDA pointed out that the 1956 pack is of exceptional quality, and suggested that canned corn be included in the Department's "Plentiful Foods" list. N.C.A. also asked for further study of the possibilities of special government procurements of canned corn, and on any other program that would assist in moving the season supply of canned corn into consumption.

Multi-packs of Canned Corn Increased Sales, According to C.&T.R. Tests

Use of multi-unit packages of canned corn increased sales during an eight-week test, according to findings revealed in the second Philadelphia Project report, issued this week as part of the N.C.A. Consumer and Trade Relations Program. Issuance of this report when corn because of large supply is in need of special sales effort is considered timely. The Association, through its C.&T.R. program and by other methods, is encouraging the featuring of canned corn in food columns and at retail outlets.

Mailings of the Corn Multi-pack Report were made to members, to leading retail organizations and to the grocery and canning industry trade journals this week. The report is first of a series on the testing of the multi-pack treatment. Other products to be covered will be soup, evaporated milk, applesauce, tuna, and cranberry sauce.

The copies of the Corn Report that were mailed to the grocery and canning trade press were accompanied by a descriptive press release, the lead paragraph of which states:

"When multi-unit packages of three cans of corn plus single cans, and six-can multi-packs plus single cans were available on grocery store shelves, the number of cans of corn sold per thousand checkouts was higher than for any other shelf stocking arrangement attempted in the experiment. . . . When 3-can and 6-can multi-packs plus single cans were available, sales were 27 percent and 31 percent respectively above those of the normal single can shelf stocking method."

Text of the balance of the press release is as follows:

"The canned corn multi-pack experiment was performed using all corn stocked by American Stores in the No. 303 can size and included both cream style and whole kernel, golden and white.

"Using the Latin Square technique of arranging the experiment, multi-packs of three, four and six cans were displayed on store shelves, each individually, and each with and without single cans also stocked.

"Results of the study indicated that multi-packs of canned corn should be used in combination with single cans, not in lieu of single cans. When single cans were not available, nearly 30% (29.8%) of the sales were from broken cartons. Findings indicate that both three-packs plus single containers and six-packs plus single containers resulted in sales that were significantly higher than sales of single cans alone (at odds of 19 to 1). When four-packs and six-packs alone were displayed on the shelves, sales from intact cartons were less than for single cans alone.

"Cream style and whole kernel corn showed essentially the same response to the different multi-pack treatments, but different brands responded differently.

"In this experiment the only factor tested was the effect on sales of the

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FDA Plans Schools to Inform Food Processing Industry on Civil Defense Responsibilities

A special group of instructors from the Food and Drug Administration is about to conduct schools for food processors to inform them about civil defense requirements and to furnish them definite information on how to combat civil defense hazards. This work will be done through the state and regional food processors associations.

This program results from the directive from the Federal Civil Defense Administration which calls upon all government departments to investigate the needs and make definite recommendations for coping with the various threats to the civilian population.

The Department of Health, Education, and Welfare designated the Food and Drug Administration as the agency to look after the supplies of foods and drugs as they might be affected by civil defense hazards. The FDA in turn asked for guidance in this work from the National Academy of Sciences–National Research Council. A Civil Defense Foods Advisory Committee was appointed. The membership of this committee was as follows:

Roy C. Newton, Swift and Company, Chicago, chairman; John S. Andrews, Research Department, General Mills, Inc., Minneapolis; Robert R.

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Parents' Magazine

A comprehensive food article entitled "What's Happened to Food and Family Feeding in the Past Thirty Years" by food editor Blanche M. Stover appears in the October issue of *Parents'* magazine.

The article begins with a series of questions naming numerous easy-to-use foods such as canned foods, baby foods, instant beverages, frozen foods and mixes. Miss Stover posed the question of what would happen if these foods were suddenly taken off the market. "Which would you miss the most—and why? Would it be the foods that save you time? Or the ones that save you work? Or those that add variety to everyday meals and make entertaining easy?" She continues:

"At least a third of the 5,000 food items now on grocers' shelves were virtually nonexistent 30, or even 20 years ago and another third are in an entirely different form. Many of the seasonal and luxury foods which were holiday treats when we were children are now year 'round staples. And many of the foods our mothers laboriously prepared in the kitchen are ready to use when we pick them off the grocer's shelf. Only about a fourth of the food grown in this country reaches us in the same form in which it left the farm.

"Since 1926 there has been a revolution in the food industry. The farmer, the research scientist and food technologist, the food processor and manufacturer, the distributor, the wholesaler and the retailer have all made significant contributions to the improvement of the American diet."

Miss Stover's article points out the many scientific developments and other changes that have taken place from field to market to home consumption of bountiful variety of high quality packaged foods.

On the subject of the label the editor summarizes under the title "The Inside Story on the Outside":

"Every woman wants to get her money's worth—and usually a little more. She can do both when she reads the labels on canned, packaged and frozen foods. For now, every food label must carry the name of the product; name and address of manufacturer, packager or distributor; net contents; pertinent information about variety of product and style of pack; dietary properties if special dietary uses are claimed; statement of artificial coloring, flavoring or chemical preservatives, if used.

"In addition, if space permits, modern labels show a picture of the product to indicate its size and color, tell the number of servings or pieces or cupfuls, suggest ways to use it and often give recipes. Such informative labels help us to buy food that meets our families' tastes and specific needs. They also help us to shop intelligently, with confidence and economy."

A section devoted to canned foods tells of the hundreds of canned foods in many categories. Another section on baby foods points out the growth of this industry and the many advantages provided. Other topics discussed are family nutrition, modern home cookery, and family eating habits. The article is especially well illustrated. At the beginning of the feature an over-all caption reads, "New foods and improved foods make light work of family meals."

A number of foods are shown in photographs. Under the one showing baby foods is the caption, "Prepared baby foods are real life savers." Under a meal consisting of canned foods the photograph caption states, "Canned Foods—choice of over 500 varieties." Another double spread shows sketches of the farmer in the field, a canning plant scene, a truck speeding a delivery, a shopper in a super market, a home kitchen scene, and a family at the table. The caption reads, "The farmer . . . scientist . . . food processor . . . distributor . . . retailer . . . all contribute to making American families the best fed in the world."

Reappraisal Committee

The Board of Directors, at its meeting in Washington, May 19, directed President Hudson to appoint a committee to reappraise the activities of the N.C.A. The committee, under the guidance of its chairman, Lou Ratzesberger, has been actively engaged for some time in taking an opinion poll to find out how the members rate the various activities of the Association. The committee has called upon the Directors to assist in this evaluation census. Each Director has been asked to report to the committee how he would like to have the Association's budget distributed over the various functions and activities, and also any new activities that he would like to have the Association undertake.

Since each Director represents on the Board a certain segment of the membership, he is asked to reflect the views of his constituents to the extent that it is feasible for him to do so. If you have not already been contacted by your representative on the Board, it is suggested that you write him, giving your opinion of how the Association should divide its expenditures among the various programs, activities, etc. This is particularly important if you feel strongly that greater emphasis should be placed on some activities than on others.

The Budget Committee will meet in Washington December 6. If that committee, when making up the budget for 1957, is to reflect the membership's appraisal of the work of the Association when allocating the Association's income to the various divisions and projects, it is essential that the Budget Committee have the benefit of the work of the Reappraisal Committee. Chairman Ratzesberger, therefore, urges all of the Directors to get their reports to the committee immediately. Considerable time will be required to check the reports, tabulate the results, and prepare a committee progress report which is planned for the first of November.

Good Housekeeping Magazine

Three of the popular one-column food features of the October issue of *Good Housekeeping* magazine were devoted to canned foods. They were "Pantry-Shelf Spaghetti Specials" using canned spaghetti in four recipes; "Soup—Hot and Buttery" using 13 kinds of soups; and "Take a Can of Cling Peaches," in which canned peaches were used in four recipes. Other canned foods were included in the recipes.

Another column "Two Chicken Dinners from the Kitchenette" begins, "Even if yours is a tiny kitchen, you can serve full-size dinners. Careful planning to make best use of time and kitchen equipment is one secret; another is to start with canned, frozen, and packaged foods." Four canned foods are used in the column.

The food section headed by Willie Mae Rogers, director of the Institute, and Dorothy B. Marsh, director of foods and cookery, contained a wide variety of canned foods as recipe ingredients. For example, in the 11-page feature "Very Particular Pot Roasts" canned foods were included 22 times in recipes. A total of 75 uses of canned foods was made in the magazine editorial food articles.

What's New in Home Economics

The editorial food section of the professional magazine *What's New in Home Economics* for October is devoted to canned foods. Entitled "Canned Foods Go Together . . . with each other . . . with other foods," the section is introduced by Frederica L. Beinert, food and nutrition editor, as follows:

"Keeping her family well fed is a prime responsibility of every homemaker. It takes knowledge and judgment, however, for her to choose wisely from the abundance of fresh and processed foods in market as she plans and prepares enjoyable nutritious meals. The trend today is toward preparing and serving meals speedily and easily. Thus the homemaker needs to know values and uses of all the types of foods which make for easy preparation of specially good meals.

"Prominent among foods tailored to modern convenience are canned foods. And back of every can and jar of food are years of continuing research leading to constantly improving quality, uniformity, palatability, and usability. Today's homemaker finds that today's canned foods add interesting variety to meals, contribute high nutritive value, save valuable preparation time, and are conducive to creative, imaginative cookery. To be sure, she must decide which canned foods best fit her budget and the menu uses she has in mind.

"To help in making wise choices, homemakers should know that canned foods: Are already prepared and ready to use. Are safe and wholesome. Need not be cooked before using. Retain much nutritive value. Are higher in vitamins and minerals than poorly cooked fresh foods. Save preparation hours; prevent waste. Blend with fresh and frozen foods. Can be supplemented with quick-and-easy-to-use packaged foods and mixes."

The illustrated section of five pages points out the advantages of canned foods for homemakers and also points out their usefulness in short class period cooking classes, which is comparable to the limited time available for meal preparation in many homes.

Under the over-all heading "Canned Foods Go Together" are suggestions for "basic go-together canned food combinations which illustrate how well these foods can and do complement one another or other types of food." There are suggestions for "Canned Juices Go Together," "Canned Soups Go Together," "Canned Soups Are Sauces, Too," "Canned Foods Go with Each Other," "Canned Foods Go with Frozen Foods," "Canned Foods Go with Mixes," "Canned Foods Go with Packaged Foods" and "Canned Foods Go with Fresh Foods."

With a circulation of 40,000, *What's New in Home Economics* blankets the home economics profession. In addition to teachers of college, high and elementary schools, the magazine's circulation includes extension and home demonstration leaders and other home economists.

Family Weekly Magazine

Authentic Italian flavor is promised with the tomato meat sauce featured in an article entitled "From Sunny Italy" in the October 7 issue of *Family Weekly* magazine. The recipe for the sauce includes both canned tomatoes and canned tomato paste.

The author of the article, food editor Melanie De Proft, uses tomato meat sauce in recipes for lasagne and ravioli. These as well as spaghetti and meat balls with tomato meat sauce are illustrated by colored photographs.

Family Weekly magazine is a Sunday supplement magazine distributed with 135 newspapers in 38 states.

Agricultural Prices

USDA reported the index of prices received by farmers during the month ended September 15 at 236 percent of the 1910-14 base compared with 237 in August and 235 in September of 1955.

Declining retail prices of family living items slightly more than offset higher prices paid for farm production goods to lower the parity index a third of 1 percent during the month. The parity index measures prices paid, interest, taxes, and wage rates.

The downturn in prices paid by farmers for commodities and services was the first in the prices paid index since November of last year.

The index of prices received by farmers for commercial vegetables during the first half of September was at 178 percent of the 1910-14 base. This was 21 percent below September, 1955. With supplies more abundant, USDA said, the decline in the index from the high August level was greater than usual.

The index of prices received for fruit was at 233, above both the 210 reported for August and 212 reported for September of last year. Prices for all fruits except strawberries were higher than a month earlier. Prices received by growers for apples in September were reported up 13 percent from August, while prices for peaches rose 16 percent.

USDA reported the effective parity prices for fruits and vegetables for processing on September 15 as follows:

FRUITS FOR PROCESSING

Crop		Parity Prices Sept. 15 1955	1956
		(*dollars*)	
Apples	ton	45.00	42.50
Apricots, except dried	ton	91.20	90.70
Berries:			
Blackberries	lb.	.121	.120
Boysenberries	lb.	.129	.126
Loganberries	lb.	.123	.119
Raspberries, black	lb.	.223	.235
Raspberries, red	lb.	.195	.191
Youngberries	lb.	.129	.126
Cherries, sour, all	ton	203.00	192.00
Cherries, sweet, all	ton	272.00	271.00
Cranberries, all	bbl.	16.80	15.90
Figs, except dried	ton	123.00	122.00
Olives, except crushed	ton	264.00	253.00
Peaches, except dried:			
Clingstone	ton	63.10	66.00
Freestone	ton	59.80	60.00
Pears, except dried	ton	77.60	78.40
Plums	ton	56.40	58.30
Prunes, except dried	ton	55.30	54.80
Strawberries	crate	6.73	6.72

VEGETABLES FOR PROCESSING

Crop		Parity Prices Sept. 15 1955	1956
		(*dollars*)	
Asparagus	ton	207.00	219.00
Beans, lima	ton	152.00	157.00
Beans, snap	ton	121.00	123.00
Beets	ton	21.80	22.40
Cabbage	ton	14.70	15.50
Corn, sweet	ton	22.70	23.10
Cucumbers	bu.	1.57	1.60
Peas, green	ton	94.00	96.10
Pimientos	ton	78.10	82.70
Spinach	ton	48.60	47.10
Tomatoes	ton	29.50	29.60

Average Prices for Cherries

Following are preliminary season average prices per ton received by growers for sweet cherries and sour cherries for processing during 1956, as reported by the Crop Reporting Board of USDA:

SWEET CHERRIES

State	1955	1956
	(*dollars per ton*)	
New York	165	240
Michigan	180	250
Washington	154	233
Oregon	173	237
California	231	223

SOUR CHERRIES

State	1955	1956
	(*dollars per ton*)	
New York	100	164
Ohio	130	145
Michigan	120	148
Washington	117	137

Tariffs and Trade Hearings Study Escape Clause Change

A special subcommittee of the House Ways and Means Committee concluded public hearings this week on tariffs, customs and reciprocal trade with testimony from federal agencies.

Under the chairmanship of Representative Boggs (La.), the subcommittee is investigating all aspects of the customs and tariff laws and the trade agreements program and their relationship with foreign economic policy and to domestic agriculture, labor, industry and employment.

In two weeks of hearings the subcommittee heard from economists, manufacturers, distributors, importers, and labor. The final witnesses were officials of the federal departments and agencies which administer the tariffs and trade program.

A number of witnesses have recommended that the peril point and escape clause provisions in the Trade Agreements Act be amended so as to afford more protection to domestic industry.

The role of the USDA was outlined to the subcommittee on October 2 by Gustave Burmeister of the Foreign Agricultural Service. He said that there has been informally established at working levels a trade agreement group made up of representatives of the FAS, the AMS, the Commodity Stabilization Service, and the general counsel. This group, he said, develops recommendations with respect to the USDA's position on tariff negotiations and other matters relating to the trade agreements program.

So far as the escape clause is concerned, the USDA usually participates only in the case of perishable farm commodities, Mr. Burmeister said. "When such goods are involved, the Secretary of Agriculture is charged with the responsibility of determining and notifying the President and the Tariff Commission of the need for emergency action."

The Commerce Department's part in escape clause proceedings was described by Harold C. McClellan, Assistant Secretary for International Affairs. He said that when the Tariff Commission recommends action by the President, a number of executive agencies are called upon for opinions on the advisability of such action from their respective points of view.

"So far as the Department of Commerce is concerned," he stated, "every such report sent to us by the Chief Executive is given the most thorough and deliberate study by our commodity specialist familiar with the given product, as well as those of our staff concerned with general commercial policy and with international relations. The recommendations of those technicians are then carefully reviewed by the Assistant Secretaries for Domestic Affairs and International Affairs and finally by the Secretary of Commerce.

"We believe that this procedure of careful consideration of every Tariff Commission report referred to the Commerce Department ensures that the opinion then sent by Commerce to the White House represents our fairest and most conscientious judgment on each case."

Trend Is to Increased Exports

Indications so far are that this fiscal year will be one of the best for United States agricultural exports, according to the USDA.

Exports of U. S. agricultural products from January through June totaled 19 percent greater value than during the first half of 1955, and exports during July and August are reported 22 percent ahead of the corresponding months of last year. The principal increases over last year are reported for cotton and grains.

July-August exports of fruit and vegetable products were valued at $60 million, 22 percent more than the $49 million reported for the same months last year.

"The level of farm exports continues to reflect, as it has for the past two years, a stronger foreign demand for United States farm products abroad and stimulation by government export programs," according to USDA. "This demand has resulted largely from greater foreign economic activity, rising populations, more liberal import policies, and increased dollar receipts."

Civil Defense Responsibility

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Baldwin, Central Laboratories Division, Research and Development Department, General Foods Corp., Hoboken, N. J.; Gail M. Dack, Food Research Institute, University of Chicago, Chicago;

H. C. Diehl, The Refrigeration Research Foundation, Colorado Springs, Colo.; Arnold H. Johnson, National Dairy Research Laboratories, Inc., Oakdale, Long Island, N. Y.; Emil M. Mrak, Department of Food Technology, University of California, Davis, Calif.; George W. Putnam, Creamery Package Manufacturing Company, Chicago; and Frank L. Gunderson, Technical Consultant, Executive Secretary, Washington, D. C.

This Committee worked for nearly a year and submitted a detailed report making a number of specific conclusions and recommendations for immediate implementation. The recommendations include not only defense against bomb attack but also protection against such overt acts as biological warfare, chemical warfare, or sabotage.

Certain of the recommendations that bear directly on food processing industries are as follows:

"(2) The FDA provide special trained personnel to work with and encourage food trade associations and pertinent scientific societies (e.g. Institute of Food Technologists) to establish local committees in metropolitan areas to study local and particular industry needs and to assist in laying plans for, and training management and technologists in, steps to be taken in an emergency.

"(3) The FDA apprise the food management and technical personnel of the processing, transportation, and warehousing industries of their vulnerability to the effects of overt and covert special weapons attack. Two means of accomplishing this may be by direct contact with a few key members of the industry, who in turn would contact others, and through trade organizations, scientific societies, etc.

"(5) The FDA arrange for the publication of an unclassified manual containing information on detection, decontamination, sanitizing, and handling foods, equipment, and premises contaminated with CBR [chemical, biological and/or radiological] agents. This publication must be made available to food industry management and technologists.

"(7) The food industries be encouraged to assume responsibility for the above-mentioned indoctrination, training, and publicity programs through local meetings of scientific societies and trade organizations."

The FDA has provided two teams of specially trained instructors to go to the various sections and give this instruction. These teams have already given similar instruction to most of the state and municipal food and drug officials of the country. They now plan to extend the work to the processing industries.

The instruction given is specific, detailed, and interesting. Further information about these schools will be announced later. There will be ample advance notice about the details of each of the meetings.

FDA Pesticide Tolerances

The Food and Drug Administration has established tolerances for residues of inorganic bromides resulting from fumigation with ethylene dibromide. The order was published in the *Federal Register* of September 22 and was effective upon publication. It provides, in part:

"Tolerances of 10 parts per million are established for residues of inorganic bromides (calculated as Br) in or on the following commodities that have been fumigated with ethylene dibromide in accordance with the Mediterranean Fruit Fly Control Program or the Quarantine Program of the U. S. Department of Agriculture: Beans (string), bitter melon (Mormodica charantia), Cavendish bananas, citrus fruits, cucumbers, guavas, mangoes, papayas, peppers (bell), pineapples, Zuccini squash."

Inspection of Fresh Crops

Notice is given in the *Federal Register* of October 4 that the Agricultural Marketing Service of USDA proposes to revise the rules and regulations governing the inspection and certification of fresh fruits and vegetables.

USDA said that the proposed revision is intended to clarify the regulations and to make various changes which have been found advisable on the basis of experience in conducting the service.

Comments or suggestions on the proposed revision may be submitted to the Fresh Products Standardization and Inspection Branch by November 5.

BDSA Containers Division

Vern I. McCarthy, Jr., vice president of Vulcan Containers, Inc., of Bellwood, Ill., has been appointed Deputy Director of the Containers and Packaging Division of the Business and Defense Services Administration, U. S. Department of Commerce.

Mr. McCarthy has been active in the research and product development activities of the steel pail and tin can divisions of his company. He also has conducted surveys of European container manufacturing and is familiar with Canadian container production.

He is on loan to the BDSA for a period of six months. His training in government-industry relations is intended to qualify him to serve as an executive reservist in any future emergency.

Small Business Agency Reports Assistance to Food Industry

Assistance to the food industry is reported by the Small Business Administration in its sixth semiannual report, covering the six months ended June 30.

The SBA reported that a good share of military contracts for subsistence went to small business, and that food and kindred products manufacturers have been awarded a sizable proportion of business loans approved by the SBA.

Military Procurement

There has been an upward trend in the amount of military procurement set aside for small business through joint action of the Department of Defense and the SBA. According to the SBA, the total amount set aside for small business increased from $248 million in the fiscal year 1954 to $387 million in fiscal 1955 to $498 million in fiscal 1956.

The SBA said that military contract awards of less than $10,000 continue to be a substantial portion of Defense Department awards to small business. For the period July through March of fiscal year 1956, these awards totaled $556 million, almost 25 percent of all new military prime contracts awarded to small business.

For the same nine-month period, ended March 31, small business participation in military procurement programs was highest for the military construction program, in which small business was awarded 67.9 percent of the total value of contracts; and for textiles, clothing and equippage, in which small business was awarded 61.7 percent of the business.

Small business participation in military purchasing was third highest for subsistence—57.8 percent.

Other categories for which the small business share of total procurement was compiled included construction equipment, miscellaneous supplies and equipment, noncombat vehicles, petroleum, ammunition, ships, services, electronics, weapons, and miscellaneous aircraft equipment.

Business Loans

Manufacturers of food and kindred products are listed as having been awarded a greater number of SBA-approved business loans than any other category of manufacturers.

Since the agency was established three years ago, the SBA has approved 3,560 business loans for a total of $165,690,771 through June 30. Of this total, loans to food and kindred products manufacturers total 268 in number and $17,208,985 in value. Such loans accounted for 7½ percent of the total number and 10 percent of the total value.

Through June 30, about 19 percent of the business loans approved by the SBA had been for $10,000 or less and an additional 54 percent had been for amounts from $10,001 to $50,000. The average size loan was reported at $46,542.

SBA said that the average size of loan has been steadily diminishing. On the other hand, loans of more than $150,000 have more than doubled, reflecting the 1955 amendment to the Small Business Act which increased the agency's maximum share in a business loan from $150,000 to $250,000.

Texas Canners Association

Lewis H. Moore of the L. H. Moore Canning Co., McAllen, was elected president of the Texas Canners Association at the group's annual convention recently. Other officers elected were:

Joe Gavito, Quality Products, Inc., La Feria, vice president; T. E. Stinson, Alamo Products Co., Alamo, treasurer; and J. Overby Smith, Weslaco, reelected executive secretary.

S.&W. Fine Foods Personnel

S.&W. Fine Foods, Inc., has announced that Samuel A. Ranzoni retired September 30 and Donald A. Macfee has assumed charge of canned fruit and vegetable purchasing.

Mr. Macfee is well known throughout the industry and has been active for a number of years on the N.C.A. Labeling Committee.

Alvin Goldstein will manage the procurement of canned sea foods, condiments and other specialties. He will be assisted by Richard Napp. Mr. Macfee will be assisted by Charles Angin and Walter Koop.

Northwest Branch of N.C.A.

The Advisory Board to the Northwest Branch of the N.C.A. is scheduled to meet at the same time and place as the 43d annual convention of the Association of Pacific Fisheries: November 27 at the Washington Athletic Club, Seattle.

Article on C.&T.R. Program

The Association's Consumer and Trade Relations Program is featured in an article by Nelson H. Budd, N.C.A. Director of Information, in the September issue of the quarterly *PR Reporter* published by the American Society of Association Executives.

The article mentions the reasons for launching of the publicity effort by N.C.A. three years ago, details the manner in which the C.&T.R. activity is conducted, and describes the main features of both the consumer and trade phases of the program.

Multi-packs of Canned Corn

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multi-unit package. No price advantage was offered to the consumer, nor was there any advertising, promotion or publicity given to the experiment.

"As N.C.A. states in its published report, 'It is possible that a more exhaustive test of multiple packaging over a longer period of time would result in changes in consumer buying habits, and it might not be necessary to continue to stock single cans on the shelf at the same time multi-packs are available. It is also possible that consumers expect some price advantage when buying in multiple units, and such a price differential was not tested in this study. If the history of the multiple packaging of beverages is at all comparative, then both of these factors are very important in multi-unit selling.

"'There seem to be sufficient sales increases in the 3-pack and 6-pack plus single can treatments to demonstrate the merchandising effectiveness of multiple packaging. The increased visibility of the product on the shelf and the billboard effect of the package itself appear to have delivered their promotional impact in terms of increased sales.'

"Although many studies and case histories of the general benefits of multiple packaging have been made, there has not been an adequate number of carefully planned experiments to accurately test its effect on the sales of canned foods. The question of whether or not multiple packaging of canned foods would increase sales has been an important one facing canner, wholesaler and retailer for several years. The Philadelphia Project multiple packaging test, which has used corn as its first product experiment, has been designed and is being executed with the objective of providing the facts necessary to answer this question.

"As Carlos Campbell, Executive Secretary of the National Canners Association, has pointed out in commenting on the corn report, 'We are well aware of the many factors which influence the consumer in buying or not buying a product at the point of sale. We are aware that all of these factors—and possible others—are important in a decision to make a multi-unit purchase. It is the aim of our multiple packaging experiments to test the effect of these factors conclusively enough so that both canners and retailers can have confidence in the accuracy of our findings.'"

As with all Philadelphia Projects, the actual study, assembly and analysis of findings, and research conclusions were under the direction of the N.C.A.'s Division of Statistics, using the services of the full-time N.C.A. employee stationed at American Stores in Philadelphia, along with full cooperation of the Acme personnel. The Container Corporation of America was a third cooperator, supplying the multi-packs utilized in the tests. The editorial organization of the report and its presentation and distribution were handled by the Dudley-Anderson-Yutzy organization, the agency acting for N.C.A. in its C.&T.R. activities.

Treatment of Berry Boxes

Treatment of berry picking boxes with a chemical fungicide, sodium orthophenyl phenate, is making substantial savings possible in berry processing operations in the Pacific Northwest, according to the USDA.

The method consists of adding 1.2 percent of the fungicide to water in which bales of thin wood are soaked before they are shaped into square picking boxes, known as hallocks. Tests showed that over 90 percent of the treated hallocks were still usable at the end of a year's harvest of strawberries, raspberries, and blackberries. Less than 20 percent of the untreated hallocks were worth saving.

Treatment with sodium orthophenyl phenate is inexpensive, according to USDA; a few dollars will buy enough material to treat 100,000 hallocks. Repeated washing after use does not reduce the effectiveness of the chemical treatment. Sodium orthophenyl phenate is available in pure form or in commercial formulation.

The treatment method was developed at the Puyallup, Wash., station of USDA's Western Utilization Research Branch.

Researchers also tested the effects of treatment with wax and other fungicides. Wax is effective, but must be applied to the dry, completely made hallocks. This treatment is costly. Other fungicides were effective in varying degree, but sodium orthophenyl phenate was outstanding.

Poultry Used in Processing

The quantity of poultry used in canning and other processed foods in August totaled 16,183,000 pounds ready-to-cook weight, compared with 13,401,000 pounds in August of last year, according to a report by the Agricultural Marketing Service of USDA.

The quantity used during the first eight months of 1956 totaled 125,338,000 pounds, compared with 112,175 pounds used during the same period of 1955.

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